

S Y M P O S I U M

Re-Reading the Contemporary Press/  
**CONSTRUCTING ART, ARCHITECTURE  
AND SOCIAL HISTORIES**

**AFFILIATIONS**

Academy of Arts, Architecture and Design, Prague, Czech Republic:  
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Michal Mako

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Ladislav Jackson, Michal Mako

Universidad de Alicante, Spain:  
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Jonas Oškiniš

N O V E M B E R 2 3 2 0 2 3

FACULTY OF FINE ARTS, BRNO UNIVERSITY OF TECHNOLOGY

## PROGRAM

FACULTY OF FINE ARTS,  
BRNO UNIVERSITY OF TECHNOLOGY,  
ÚDOLNÍ 244/53, ROOM 325

09:00 INTRODUCTION (Ladislav Jackson)

09:30 KEYNOTE LECTURE  
José Parra-Martínez: *Press and the Pressures of Queer Domesticity: A Situated Analysis?*

10:30 REFLECTING THE PROFESSION  
OF ARCHITECTS (chair: Zuzana Jakalová)

Klára Brůhová, Petra Hlaváčková, Šárka Malošíková: *Where are the Women-Architects? Professional Magazines and the Shaping of Gender Aspects of Architectural Discourse*

Ladislav Jackson: "Ask a Designer": *Liane Zimble Educating the Society on Sustainable Modernism through Mass Media*

Kateřina Krebsová: *Narrations of Architecture: Colonization and the Climate Crisis (artistic research)*

12:00

13:00

14:00

15:30

16:00

17:30

LUNCHBREAK

TRANSNATIONAL NARRATIVES

(chair: Ladislav Jackson)

Dany Vigil: *Under the Snow of the North: A Poetic and Photographic Anthology by and about Roque Dalton (artistic research)*

Jonas Oškinis: *Representations of Art in the 90s Zines and 00s Magazines/Webmagazines in Lithuania*

PRESENCE - ABSENCE (chair: Petra Hlaváčková)

Anežka Bartlová: *In What Perspective Should We Interpret the Interpretation?*

Zuzana Jakalová: *Feminist Press as a Space for Collective Negotiations of Women's\* Health Care*

Michal Mako: *Critical Discourse Analysis as a Main Tool for Examining Historical Media Representations of Homosexuality*

COFFEE BREAK

BATTLE OF IDEAS, BATTLE OF MAGAZINES

(chair: Ladislav Jackson)

Adéla Vaculíková: *Styl Magazine and UMRUM. The Battle for Teaching Architecture as an Artistic Discipline*

Tereza Štěpánová: *Emil Pacovský's Efforts. On the Role of Veraikon Magazine in the Emancipation of Regional Art Associations*

Josef Holeček: *Two Magazines. Two Languages. Two Architectures?*

CLOSING REMARKS (Ladislav Jackson, Zuzana Jakalová, Petra Hlaváčková, Anežka Bartlová)

Registration for attendants:  
jackson@favu.vut.cz

Organizers: Faculty of Fine Arts, Brno University  
of Technology, Society for Queer Memory

## A B S T R A C T S

(alphabetically by presenters' surname)

### B

Anežka Bartlová

#### IN WHAT PERSPECTIVE SHOULD WE INTERPRET THE INTERPRETATION?

Art criticism is an evaluative journalistic genre that is firmly tied to the current moment. The consumeristic character of critical texts, together with the aforementioned exclusivity, are not only „typical“ of criticism, but are also its own limitation. This paper will focus on aspects of the journalistic genre of art criticism, with special regard to its links on writing of art history, its characteristics, distinctive protagonists (and the lack of awareness of the female authors). The paper will focus on questions of canon: how is criticism involved in the construction of the „canon“ of art, and how is the „canon“ of criticism itself constructed in parallel? I will ask what role privilege (ethnic, gendered, social) plays in relation to the specific „temporality“ of criticism or cultural journalism. The paper is based on the author's PhD dissertation, defended in 2022 at the Academy of Fine Arts in Prague.

Klára Brůhová, Petra Hlaváčková, Šárka Malošíková

#### WHERE ARE THE WOMEN-ARCHITECTS? PROFESSIONAL MAGAZINES AND THE SHAPING OF GENDER ASPECTS OF ARCHITECTURAL DISCOURSE

The contribution paper will focus on the topic of media representation of architecture from a gender perspective. It will present the results of the analysis of professional architectural magazines (*Architektura ČSR*, *Československý architekt* and subsequently *Architekt*), which were published in Czechoslovakia in the 1980s and 1990s, i.e. around the turning point of 1989, and functioned as important (co)creators of the local architectural discourse. The contribution paper will reflect on the work of women architects through processes of popularization/marginalization of certain architectural roles, through the creation of memory/forgetting, and the formulation of the standard practice in acknowledging of authorship and adherence to it.

### H

Klára Brůhová, Petra Hlaváčková, Šárka Malošíková → see B

Josef Holeček

#### TWO MAGAZINES. TWO LANGUAGES. TWO ARCHITECTURES?

The aim of the paper is to describe, analyze and compare two main magazines devoted to architecture in the Czech environment in the last quarter of the 19<sup>th</sup> and the very beginning of the 20<sup>th</sup> Century. While *Zprávy spolku architektů a inženýrů* (later *Architektonický obzor*) is a professional magazine serving primarily for the uncritical presentation of new buildings, engineering works, as well as historical objects, *Volné směry* as

the journal of SVU Mánes functions primarily as an avant-garde critique of the existing conditions and as a space for the presentation of progressive influences. However, is this our only possible way of reading today? Using concrete examples, it will be presented that the often static and non-dynamic polemics of the *Zprávy* were crucial for the formation of the discourse, and that, on the contrary, the strong proclamations of the *Volné směry* had sometimes less impact than we attribute to them today.

### J

Ladislav Jackson

#### “ASK A DESIGNER”: LIANE ZIMBLER EDUCATING THE SOCIETY ON SUSTAINABLE MODERNISM THROUGH MASS MEDIA

A feminist designer Liane Zimbler (1892–1987) emphasized throughout her entire life the importance of a positive presence in contemporary press – not only as a reflection and promotion of her work but to educate the audience on topics like taste, economization, and rationalization of living spaces and living comfort. After she immigrated to the United States, she focused in her articles and columns on how to incorporate antiques into a modern interior and how to use strategies of recycling and upcycling in the furnishing of mid-century modernism. At the same time, Zimbler framed her activities with a feminist approach to the interior design profession and designing an autonomous space for women. In magazines like *Perfect Home*, *House Beautiful*, *Home: Design for To-day*, *Remodeling Guide*, *Home Remodeling*, *Casual Living*, *L.A. Times Home*, and *California Living* she presented an alternative to environmentally harmful, men-dominated modernism that was more socially conscious and sustainable.

Zuzana Jakalová

#### FEMINIST PRESS AS A SPACE FOR COLLECTIVE NEGOTIATIONS OF WOMEN'S\* HEALTH CARE

From their beginnings, feminist movements have been driven by issues related to health care - access to it or lack thereof. Thanks to feminist pamphlets, zines, and magazines, we are able to learn of many remarkable examples of women\* and women's\* collectives from all social classes organizing and fighting for improved working conditions, reproductive health autonomy, and better sanitary conditions and treatments for both their biological and chosen families as well as their communities. Comparing case studies from English, German and Czechoslovak settings, I will analyze how health care related issues informed and propelled different waves of women's and feminist movements, were crucial in establishing women's trade unions, or led to the emergence of self-organized health clinics and other forms of collective emancipatory resistance.

### K

Kateřina Krebsová

#### NARRATIONS OF ARCHITECTURE: COLONIZATION AND THE CLIMATE CRISIS (artistic research)

How has colonization influenced the profession of an architect – historically and nowadays? Contemporary legislation usually encloses architects to work in the office, to design spaces using materials of unknown origins, built by anonymous laborers. Working with hidden commodities is symptomatic for colonial (capitalist) economies

and causing crises as social inequalities, or climate change. Architecture, often narrated as a monument built by a genius master, can be also used as a tool to critically observe our approach to world transformation on general levels. How to portray architecture as part of climate, economy, or ecosystem – from the historical perspectives towards contemporary? And what alternative models of the profession emerge to deal with the challenges of today's world?

## M

Klára Brůhová, Petra Hlaváčková, Šárka Malošíková → see B

Michal Mako

### CRITICAL DISCOURSE ANALYSIS AS A MAIN TOOL FOR EXAMINING HISTORICAL MEDIA REPRESENTATIONS OF HOMOSEXUALITY

The paper focuses on the depiction of the phenomenon of homosexuality in the Czech press in the last years before the collapse of the monarchist Austro-Hungarian Empire (1909–1913). Through this press, heteronormative media discourse on homosexuality will be monitored and analyzed. A critical discourse analysis (CDA) inspired by the Austrian linguists Martin Reisigl and Ruth Wodak will be used to capture and evaluate this discourse.

## O

Jonas Oškinis

### REPRESENTATIONS OF ART IN THE 90S ZINES AND OOS MAGAZINES/WEBMAGAZINES IN LITHUANIA

The paper will present an in-depth research on the representation of various art trends (e.g. Theatre of Absurd, DaDa, Neo Dadaism) and applied art integration (mail art, street art, interactive art) in the self-published media – zines of the late 80s / early 90s in the Lithuanian SSR and the later Lithuanian Republic. The material will cover semantic and visual analysis of zines like *Koks nors kelias*, *Jokios prasmės*, *Per akį į smegenis*, *Provincija*. Special focus shall be given to interpretations of the Fluxus art with their initial sources of Lithuanian emigrees Jurgis (George) Maciunas and Jonas Mekas. Reflective analysis shall be provided with examples from neighboring art/publishing scenes of Estonia, Latvia, and Poland. The final part of the presentation will depict the “grand diluted” depictions of art in the glossy sources of information – the magazines of the 2000s.

## P

Jose Parra-Martinez

### PRESS AND THE PRESSURES OF QUEER DOMESTICITY: A SITUATED ANALYSIS?

I would like to study the passing narratives fabricated for the media exposure of some homes designed for or by queer architects as regards the sociocultural, legislative, editorial, etc. milieu of the geographies where they were produced. My interest would be to compare a series of case studies that I have already addressed in the Anglo-Saxon context with more recent ones that I am currently studying in Spain and, thus, be able to discuss methodological approaches and see the extent to which we

can adopt, review or question Anglo-Saxon methodologies and their usual transnational vocation from the very specificity of our different contexts.

## Š

Tereza Štěpánová

### EMIL PACOVSKÝ'S EFFORTS. ON THE ROLE OF VERAIKON MAGAZINE IN THE EMANCIPATION OF REGIONAL ART ASSOCIATIONS

In the first three decades of the 20th century, a number of regional art associations were established throughout Czechoslovakia, bringing together local professionals as well as amateur artists. The exhibitions and other events of these associations from all over the country were regularly reported in the magazine *Veraikon*, which was published by Emil Pacovský between 1912 and 1937. Reading Pacovský's magazine is like reading an alternative, partly unknown history of Czechoslovak interwar art, which did not take place primarily in Prague and Brno, but also in many other smaller towns and townlets. How should we understand the legacy of *Veraikon* in relation to today's established narrative of interwar art?

## V

Adéla Vaculíková

### STYL MAGAZINE AND UMPRUM. THE BATTLE FOR TEACHING ARCHITECTURE AS AN ARTISTIC DISCIPLINE

Is architecture more art. or engineering? This question was posed frequently in the Czechoslovak magazine *Styl* in the 1920s and 1930s. The journal devoted to architecture and design was visibly supportive of the *Academy of Arts, Architecture, and Design* (UMPRUM), on the other hand, critical towards *Prague Technical University*. The magazine then led by secretary of UMPRUM Vilém Dvořák, took part in clashes of opinion between supporters of the artistic vs. technical conception of architecture. They are often interpreted as a dispute based on the personal opinions of architects and their theories. However, there was a practical problem to it an attempt to draft a new law on the building trades, which could have been fatal for UMPRUM. For a long time, there was a threat that only graduates of technical schools would be able to apply for authorization. The problem was solved by the war, the law was never completed.

Dany Vigil

### UNDER THE SNOW OF THE NORTH: A POETIC AND PHOTOGRAPHIC ANTHOLOGY BY AND ABOUT ROQUE DALTON (artistic research)

Between 1965 and 1968, Roque Dalton, a poet, essayist, and journalist from El Salvador, was exiled to Prague, Czechoslovakia as a result of continuous political persecution. There, he represented the Salvadoran Communist Party before the World Marxist Review's editorial board. Despite its brevity, this period had a profound impact on Dalton's life and work; however, it remains fairly unknown and little studied. In this artistic research, photography serves as a method of inquiry. The poet's traces in Czechoslovakia are documented in retrospect in the first part. True to Dalton's poetic collage style, it employs multiple image sources. The second part is an attempt to translate Dalton's poetry into photographs, focusing on poems of contemporary relevance.